The Ultimate Digital Marketing Checklist + PDF Template (Fully Updated for 2018)

With so many tools in the digital marketing arena, it becomes more challenging to keep your marketing strategy organized. Take a look at how the amount of marketing technologies has developed since 2011.

Content marketing checklist

- [ ] Content editorial calendar
- [ ] Blog posts headings
- [ ] Spell check
- [ ] Media monitoring

Website checklist

- [ ] CMS
- [ ] Landing pages
- [ ] Heatmaps
- [ ] A/B testing

SEO checklist

- [ ] On-page SEO
- [ ] Off-page SEO

Social media checklist

- [ ] Social media images sizes cheat sheet
- [ ] Social media calendar
- [ ] Social media card validator
- [ ] Emoji

Social media ads checklist

- [ ] Guidelines
- [ ] URL builder

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